



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

Cardiff Metropolitan University

Cardiff School of Management

**MSc Strategic Marketing**

Postgraduate Certificate (PgCert) Marketing

Postgraduate Diploma (PgDip) Marketing

2018/2019

Dr John Follett

Programme Director



## Dear Student,

Well done in achieving the grades you needed to attend Cardiff Metropolitan University, and congratulations on selecting the Cardiff School of Management (CSM) to pursue your strategic marketing education. As you will discover CSM offers you a vibrant and challenging environment to learn and study. It will provide you with the knowledge, skills and opportunity to be a top graduate, where commitment and enthusiasm will be rewarded.

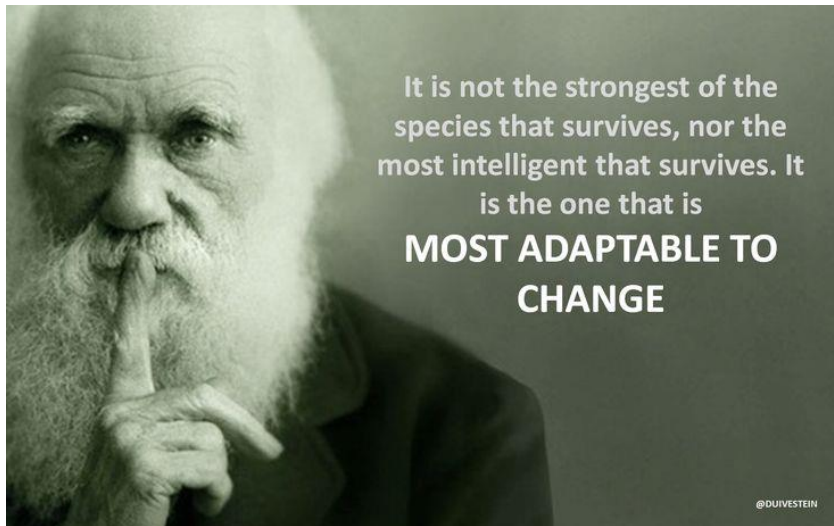
We hope you enjoy your time with us, and benefit not just from the knowledge you will gain, but the friendships and memories that will be with you for a lifetime.

I wish you the very best of luck in your studies.

A handwritten signature in black ink that reads "David Brooksbank". The signature is fluid and cursive, with a long horizontal stroke at the end.

Professor David Brooksbank

Dean, Cardiff School of Management



## **WELCOME**

It is a pleasure to welcome you to Cardiff Metropolitan University and to the Cardiff School of Management (CSM). We are sure that you will have a satisfying and rewarding period of study with us and that you will find the programme, university environment and associated activities both stimulating and exciting. We encourage you to make the most of this learning opportunity and your time at CSM. The MSc team is here to help and encourage you as you progress through the programme, and we look forward to getting to know each one of you.

This document will provide you with key information about the programme and the rules and administrative procedures governing the programme. It also acts as a signpost to other support services and activities across the university with a number of web-links to find out more information. A copy of this handbook will also be available through the Moodle Learning System (MLS), which will be explained to you later in the handbook.

Best wishes for a successful and enjoyable year!

*John*

**Dr John Follett**



programme gives students the best chance to succeed in a jobs market that will expect leaders and managers of the future to be equipped with the insights, education and skills needed to operate in what will be increasingly knowledge-intensive and complex environments.



## 2.1 EDUCATIONAL AIMS OF THE PROGRAMME

The proposed programme aims to:

1. Develop within students an ability to analyse a broad range of approaches to the study of strategic marketing.
2. Enable students to critically assess changes in the International marketing environment.
3. Promote students' ability to discriminate between research methods in order to make appropriate selections in conducting marketing and organisational research.
4. Build on students' ability to work independently in a managerial context and build on their existing knowledge and /or develop new approaches in new situations.
5. Encourage students to objectively appraise the range of economic, human and ethical dilemmas that impinge on the modern marketing manager.

## 3. ACADEMIC PROGRAMME 2017/2018

1. **Certificate** = Completing 60 credits:

Understanding the Behavioural elements of Marketing: Knowing Your Consumer (20 credits),

Polycentric Marketing Strategies: Going International (20 credits),

Modern Marketing Research (20 credits).

2. **Diploma** = Completion of stage 1 and an additional 60 credits:

E, Digital Marketing and Competitive Intelligence (20 credits),





Effective Advertising for Competitive Advantage (20 credits),

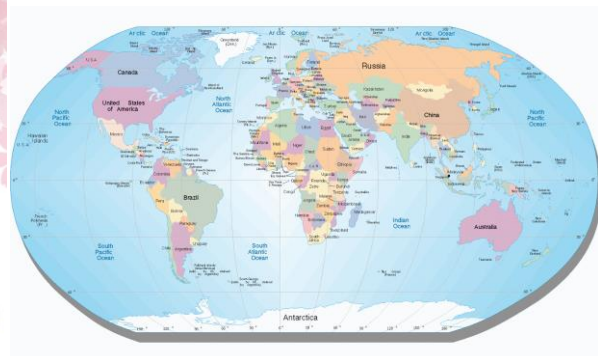
Academic Research for Business (20 credits)

3. **Masters** = Completion of stages 1 & 2: and Dissertation (60 credits)

Term 1	Term2	Term 3
60 Credits: Post Graduate Certificate in Marketing	60 Credits: Post Graduate Diploma in Marketing	60 Credits: MSc Strategic Marketing
Understanding the Behavioural elements of Marketing: Knowing Your Consumer MKT7001 (20 Credits)	E, Digital Marketing and Competitive Intelligence MKT7004 (20 Credits)	DISSERTATION MKT7007 (60 Credits)
Polycentric Marketing Strategies: Going International MKT7005 (20 Credits)	Effective Advertising for Competitive Advantage MKT7002 (20 Credits)	
Modern Market Research MKT7003 (20 Credits)	Academic Research for Business MKT7006 (20 Credits)	

**NEWLY DEVELOPED:**

There is also an option of studying an extra module in term 2 – Creativity, Marketing and Enterprise (20 credits) – and then doing a shorter International Research Project (40 credits) instead of the dissertation but all will be explained at induction.



## **4. ENROLMENT**

Enrolment is an essential process that confirms your status as a Cardiff Met student and also gives you access to Cardiff Met IT systems, payment of fees, and, importantly, enables you to obtain your Student MetCard.

You can complete the online Self-Enrolment process from any computer through the Cardiff Met Self Service system once you have received your Enrolment Email.

On receipt of your Enrolment Email, please begin your Self-Enrolment by going to the: [www.cardiffmet.ac.uk/enrolment](http://www.cardiffmet.ac.uk/enrolment) webpage and following the step-by-step guidance provided.

Access to the Enrolment section of the Cardiff Met Self Service system will require you to login with a username and password. Please input the same username and password you originally used to apply with. Guidance is provided for forgotten usernames/passwords.

Please note that in order to Self-Enrol, your status with Cardiff Met must be Unconditional Firm (UF) i.e. all conditions met and place accepted.

## **5. INDUCTION SCHEDULE FOR MSc STRATEGIC MARKETING**

**Please note:** Induction will take place on Llandaff Campus - all rooms are to be confirmed

### **Monday 1st October**

- Programme Briefing 10.00 – 11.00
- T-shirts 11.15 – 12.00
- Lunch
- Hopes, fears and expectations 13.00 – 14.00
- Level 7 14.00 – 15.00
- 4<sup>th</sup> October briefing..... 15.00 – 15.20

### **Tuesday 2nd October**

- T&L in HE: how to study effectively. (KN) 10.00 – 11.00
- The Belonging Cube 11.15 – 12.15
- Lunch
- Group Tutee Meeting: skills audit 13.00 – 15.00

### **Wednesday 3rd October**

- A walk in the park...is business a profession? 10.00 – 12.00
- Lunch
- Group Tutee Meeting: critical reflection 13.00 – 15.00

### **Friday 5<sup>th</sup> October**

- Introduction to Moodle 10.00 – 11.00
- Library session 11.00 – 12.00
- Lunch
- Strategic Decision Making (JW) 13.00 – 15.00

Please make sure that you check with me on where you need to be before the course starts (although you should receive an update including rooms in late September).

In an emergency, contact Simon Fisher on [sifisher@cardiffmet.ac.uk](mailto:sifisher@cardiffmet.ac.uk) or myself Dr John Follett on [jfollett@cardiffmet.ac.uk](mailto:jfollett@cardiffmet.ac.uk)

Best regards,

John

*MSc Strategic Marketing Programme Director 2018*



## **6. USEFUL LINKS**

- [Academic Handbook](#)
- [Accommodation](#)
- [Additional Costs](#)

Additional costs are any mandatory or optional expenses, in addition to tuition fees, that need to be paid for by students to fully participate and complete their studies.
- [Admissions Policy](#)
- [Bike Shelters](#)

[Once you are on campus and have collected your student ID card you will be able to request access to the various bike shelters around our campuses.](#)
- [Campus Maps & Met Rider](#)
- [Cardiff Met News](#)
- [Cardiff Met Sport & Facilities](#)
- [Cardiff Met SU](#) *including Freshers information & wristbands*
- [DBS](#)

If your programme involves you coming into contact with children and young or vulnerable people then you will have been asked to carry out a criminal records check as part of your offer.
- [Occupational Health](#)

To comply with current Health & Safety legislation, all Cardiff Met students undertaking a healthcare-related programme at Cardiff School of Health Sciences (involving a clinical placement component), are required to participate in a mandatory Occupational Health Screening assessment. Additionally, certain courses are also required to adhere to the Department of Health's immunisation and vaccination programme.
- [Student Finance](#)

For information on tuition fees, alumni discount, loans and scholarships, as well as contact information for the Student Finance Advisory Service.
- [Student Handbook](#)
- [Student Services](#)

For help during your time with us in relation to your health, welfare, lifestyle and future career. The aim is to provide you with all the support you need to ensure your studies are as enjoyable and successful as possible. Services also include counselling, disability and chaplaincy.
- [Term Dates](#)
- [Virtual Tours](#)

[Have another look around our campus and facilities with our guided virtual tours](#)